IX. Marketing secrets. The seven keys for success

Throughout the creation, development, and promotion of your iPhone application remember this set of indicators of the most successful apps. They don 't all have all these characteristics though the majority will have a few.

1. Great Design

It cannot be stated often enough that design is fundamental. The Apple brand revolves around style and practicality so users will expect high level designer appearance. Design is not all about appearance. Consideration needs to be given to the way the design interacts with the users and with the app genre. See how Dizzy Bee uses a childish design:

Screenshots from the game "Dizzy Bee"

© AppDevSecrets.com

As compared with the latter Whole Foods Recipes uses a homely and fresh design which complements the qualities of the Whole Foods brand. Design also combines accessibility and enjoyment of use, which is discussed later this chapter. The following design factors mix to form the complete design of an app:

- Graphic design includes imagery, colors, fonts, and textures.

- User interface design covers the functional layout of the app screen, how they perform and the way they interact with each other.

- User experience design covers the perception of the app and how it is understood and used. So it is the top level design approach that contextualizes the usage of an app within the lifestyle of the user rather than on the screen appearance.

The creation of the majority of the best applications was in conjunction with every one of these factors having been thoroughly explored, with the implementation from design expertise. Apps that are lacking in at least one of these factors definitely exist but it would be difficult to find one lacking in all.

© AppDevSecrets.com

Include Sound Design.
Fantastic sound design, often within games, can move them to a higher level. iFart, a questionable though popular app, has great sound design for fun users who like farting noises! Irritating sounds can be switched off. If you're hesitant about the inclusion of a sound check it out with users and ask them if it annoys.

2. Unique Data and/or Functionality

Uniqueness of information or purpose is something many of the best apps make the most of:

- Whole Foods Recipes influences its suppliers to propose an app that's ideal for Whole Foods shoppers to collate meals as they shop within the store.

- 'Howcast' provides custom-produced video tutorials.

- Ocarina utilizes the unique functionality of making the iPhone perform like a wind instrument.

Nearly everything you develop can be copied if you don't own a patent or copyright on the material. If you

© AppDevSecrets.com

lead the way with your app, you can stay ahead by virtue of creating the rights first. Just ensure that you do everything possible to develop your app as thebest in alternate ways too, so you don't leave vulnerabilities for competition on quality. If you can recover your creation expenditure at the beginning there will be a greater likelihood of successful competition with late arrivals on cost too.

3. Connectivity

At its core the iPhone is a mobile Internet device. Locating a route for your app to make the best of it is likely to advance its usage as it capitalizes upon the core purpose as a vehicle to access a mobile internet:

- Exploit cloud computing to influence the power of a web server in calculating above the means of the iPhone and provide the information easily over the web. This functionality allows Google to process search instructions from speech.

- Crowd-sourcing utilizes the web in making a lot of people produce varying functionality e.g. providing answers to questions. The app provides access to the information as well.

© AppDevSecrets.com

- Connectivity provides fun and simple database information access. 'Last.fm' utilizes a constantly increasing database of different music to assist users finding local concerts, music events and share with friends. It also utilizes connectivity to monitor users' interests and activities to target advertise.

- iPhone Social networking is a helpful connectivity apparatus:
  - Loopt associates social networking functions and geolocation. Current friends and potential friends can be seen on the map and how close they are to you.
  - GoodFood locates restaurants influenced by users' interactions posting and sharing reviews of them.

Connectivity isn't just the web. Since iPhone 3.0, Bluetooth connectivity has been possible. A significant number of multiplayer games can connect people within your locality. Real time audio can even be transmitted to the phones with your app.

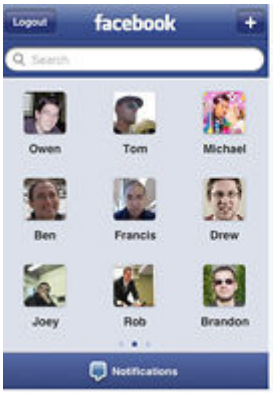
4. Stickiness

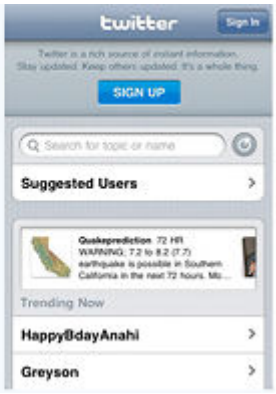
© AppDevSecrets.com

All the best apps are addictive: They keep users returning to use them. A sticky app wasn't downloaded, run initially and then left. "Stickiness" encourages the word of mouth as iPhone users tend to share their favorite apps. It also gains better ratings and overall app awareness.

Stickiness of productivity or lifestyle-oriented apps comes from:

- Knowing the needs of your audience.
- Determining returning requirements e.g. tracking time or news.
- Meeting the needs succinctly so the app develops into a "go-to" tool for tasks.





With social network Apps (e.g. Facebook/ Twitter), stickiness is about giving the users communication tools that are fast, easy and appropriate. Don't guess users' needs and force them to take it on, attempt to see behavioral

© AppDevSecrets.com

patterns and replicate or improve them. So, for social applications, the creation is more successful "going with the flow" and maximizing profits from communicating processes that hark to the natural tendencies of the users in preference to promoting agreement elsewhere (look up dodgeball versus twitter in a search engine).

Stickiness of games results from the best user experience to continue playing. A fun game yet having no intriguing objective or sufficient variation leaves the users feeling they've seen it before, it might begin successfully but it won't be sticky. A sticky game develops addicts and some even promote as being addictive. These addicts want to return to their game as they see themselves undertaking a worthwhile challenge and are reluctant to move away from it and return to the reality. This type of games motivates them to involve with friends. A multiplayer game or a huge player game (e.g. World of Warcraft), can also go viral through its stickiness.

A grand plot and multiple methods of expansion within in a game aren't sufficient if the experience is poor, it won't develop stickiness as others won't like it to begin with.

© AppDevSecrets.com

5. Ease of Use

A successful app will be easy to use, but it can have smart and complicated functionality. The creators must include some inspirational interactivity in it, fundamentally, the iPhone is a mobile and iPhone users won't want to read a user manual.

Users will quickly look for a replacement if the app takes too long to run or is difficult to understand. Speed and peace of mind are essential to iPhone operating. Think of users possibly pulling up the app for two minutes on a bus journey or maybe whilst driving. They need to be able to browse over the app to find what they want during a chat at dinnertime so it must be easy-to-use.

The best applications use traditional methods when doing things e.g. form navigation, providing familiar options with noticeable imagery or screen transformations. Should you consider a more individual interactive interface, trial it with a few people to which it is new. Can they instinctively work out how to operate it without being told? Can they do it at first attempt? How much consideration time did it require?

© AppDevSecrets.com

Incorporate instructions with the app if needed, but attempt to link them to appear at each interactive stage and not a single big essay. So if you want the user to understand what is required, have a pop-up on screen just at that time. If you need over a couple of concise sentence, there is too much. That said, the need for instruction at any point is an indicator that the interface is not as robust as it ought to be.

The app ought not to need any more consideration of the users than the amount they need to work out what they want to do with it. If understanding its methodology isn't easy and obvious then begin over again.

6. Smart Use of iPhone Features

Users of the iPhone adore its specific functions like its accelerometer, GPS, multitouch screen, and hardware connectivity. Applying the best usage of these functions can move an app from better to best. Should your app reference the geographical locale of the user, and then make sure to utilize the GPS.

A way of developing a game to be viral is to incorporate a player's actual location within the game. Interaction through moving the iPhone about with shakes, turns and the like should also be taken on if

© AppDevSecrets.com

practical. The advanced features of the iPhone enhance its physical interactivity to link the device, information and user together. The more you make the most of these feature, the more "iPhon-y" the app is and the greater the fit of it within the iPhone lifestyle market is.

Best use of these iPhone's functions can be seen with:

- *Touchgrind*, which uses original multitouch functionality

- *iChalky*, which cleverly incorporated the accelerometer with physics calculations to display a moving stick figure.

7. Fun to Use

As a way of life the iPhone apps need to make the user happy and a user with a smiling face will encourage the time they give over to the application. A great deal of time and consideration goes into IT nowadays. A principle cornerstone of the Apple brand is developing the experience of the users that is enjoyable, beneficial and not tedious and bland. This style encourages improvements to the lifestyle of the users as they give over more time to their computing and mobile

© AppDevSecrets.com

technology. An app that is fun to use can be like a friend who is fun to be around.

Flourishing apps can also be fun apps, e.g. 'Weightbot' has the user regularly logging and monitoring their weight. It has a heavily stylish presentation which makes it fun to operate. IT gives users a sense of operating an advance machine of the future. Innovative transitions utilize sound to add to the experience. Users want to monitor their weight more than daily just to play with the app.

© AppDevSecrets.com